Window Display from Davison-Paxon Co.

The above window display of Margaret Mitchell's book, "Gone With the Wind," was created by Mr. McCollum, of Davison-Paxon Company, in Atlanta, Ga. The display aroused wide comment and interest throughout the city, and was later reproduced in the Publishers' Weekly.

Davison-Paxon Company anticipated a large demand for this sweeping novel and placed the largest order that has ever been placed in the South on any one book. Autographed copies were sold for the first two weeks. However, as great as this initial order was, it was not sufficient to fill the enthusiastic demands for the book and reorder after reorder has since been placed, until now Davison's sales of "Gone With the Wind" have reached a peak of 5,000 copies and still the calls come in.